

CALIFORNIA CHILDREN AND FAMILIES COMMISSION PROJECT PROPOSAL

Agenda Item #: 9
Date of Meeting: July 15, 2004

ACTION: X
DISCUSSION: —

PROJECT TITLE:

First 5 California Diversity and Equity Request for Proposal (RFP), CCFC 6959

A. SUMMARY OF REQUEST:

First 5 California has advertised and received proposals in response to an RFP to secure a contractor to consult and produce certain deliverables on issues related to diversity and equity and the Principles on Equity. Evaluation of the proposals is currently underway, with representation from the First 5 County Commissions. The evaluation process will be completed by July 20. Assuming there will be at least one “responsive” proposal, Commission approval is needed to:

- Enter into a contract with the successful proposer; and
- Fund the contract in an amount not to exceed \$450,000 over 18 months

B. BACKGROUND/HISTORY:

In July 2000, First 5 California established an Advisory Committee on Diversity (ACD) to advise on policy issues related to diversity and equity and to ensure that the provisions expressed in its resolution, Commitment to a Diverse California (November 1999) are met. The ACD advises First 5 California on issues relevant to its mission of adopting policies and practices that equitably provide California’s children (aged 0-5) from diverse backgrounds and abilities with accessible, family friendly, culturally competent, and linguistically appropriate quality early childhood services and programs designed to provide them with positive educational and life experiences so that they may realize their full potential. Membership of the ACD is comprised of representatives from County First 5 Commissions; subject-matter experts in the fields of early childhood development and education, maternal and child health, children with disabilities and other special needs; and other experts, including those on issues of diversity.

The ACD was charged with producing the Principles on Equity and completed that task. The next step is to find ways to encourage statewide implementation of the Principles on Equity. A future role for the ACD has not yet been

CALIFORNIA CHILDREN AND FAMILIES COMMISSION PROJECT PROPOSAL

determined; the contractor will make recommendations to the State Commission on future activities (if any).

In October 2001, First 5 California adopted the Principles on Equity as developed by the ACD. Development of the Principles on Equity included various partners such as the First 5 Association of County Commissions. The Principles on Equity were adopted to address "...significant gaps and disparities in the provision of services for children and their families." Consistent with the Principles on Equity, "diversity" is defined to be inclusive of children from the prenatal stage to five years of age, regardless of immigration status, who:

- Are from different ethnic, linguistic, cultural, socio-economic, religious, geographical and/or other historically or currently under-served communities; and/or
- Have disabilities and other special needs.

California is the most diverse state in the nation. This diversity is reflected in California's young children, as shown in the table below:

Children Ages 0-4 by Race/Ethnicity

	California 2000		National Statistics	
	Number	Percentage	Number	Percentage
ALL	2,486,981	100%	19,175,798	100%
African American	160,116	6.4%	2,720,119	14.2%
Asian/Pacific Islander	222,227	8.9%	684,156	8.9%
Latino	1,187,878	47.8%	3,717,974	19.4%
Multiracial	109,771	4.4%	629,214	3.3%
Native American/Alaskan Native	11,585	0.5%	169,411	0.9%
Other	6,932	0.3%	60,578	0.3%
White	788,472	31.7%	11,194,346	58.4%

Source: U.S. Census Bureau, 2000 Census, Summary File 1, <http://factfinder.census.gov>, Tables PCT12A-PCT12O

Notably, two out of three children in this age group (0-4) in California are children of color. Moreover, 16% of the state's population are immigrant or foreign born, with about one-third of the group entering the U.S. in the past decade. Of the immigrant group, 33% are from Asia and 57% are from Latin America. Additionally, 40% of the total population speaks a language other than English at home. In California, 33% of all children live in a home where a language other than English is spoken. According to the California Department of Education, in

CALIFORNIA CHILDREN AND FAMILIES COMMISSION PROJECT PROPOSAL

2001-2002, 177,638 of 457,165 kindergarteners, or about 38.9%, were designated as English Learners (EL). Research has demonstrated significant gaps in accessibility and use of services and education, and in social and health outcomes for children and families from diverse backgrounds.

The significant proportion of culturally and linguistically diverse children and families continues to be among the most needy and most vulnerable. To address the gaps, the Principles on Equity identified four major areas that the State and County First 5 Commissions *could* promote to achieve equity for all children and their families:

- a. Inclusive Governance and Participation
- b. Access to Services
- c. Legislative and Regulatory Mandates
- d. Results-Based Accountability

C. PROPOSAL:

All First 5 California programs must be designed to (a) integrate the Principles on Equity effectively to reach out and serve the needs of the diverse populations of children in California; and (b) promote programs that are culturally and linguistically appropriate and actively engage families from diverse communities.

Currently, First 5 California staff does not have access to a subject matter expert who is knowledgeable about the broad range of diversity and inclusion issues concerning California's children, including dual language learning. A contractor could assist First 5 California in ensuring that all programs are appropriately designed to effectively meet the needs of the populations served. The contractor may be an individual, organization, or a partnership.

In order to serve the diverse populations of children in California and to ensure that the perspective and needs of diverse populations and communities are reflected in First 5 California's priorities, policies, and practices; and promote programs that are culturally and linguistically appropriate and actively engage families from diverse communities, the RFP was developed to include activities categorized by product deliverables, service deliverables, and additional requirements.

Product Deliverables

- A. Assess the extent to which State and County First 5 Commissions have addressed equity and diversity issues in their Strategic Plans and in the services they provide using information and data from First 5 California's research and evaluation contractor.

CALIFORNIA CHILDREN AND FAMILIES COMMISSION PROJECT PROPOSAL

- B. Develop an implementation plan that includes suggested steps on how best to integrate/incorporate the Principles on Equity into First 5 California's funded programs and initiatives, and also serve as a guide with options that County First 5 Commissions could use in the development of their programs.
- C. Make recommendations regarding the future role of the ACD.
- D. Develop a "self assessment" tool, which could be used internally by the County First 5 Commissions as a guide to either assess themselves, address diversity issues, and/or for improving services provided to their distinctive diverse populations.
- E. Present the findings from assessment(s) conducted above at the annual First 5 Statewide Conference of County Commissions.

II. Service Deliverables/Ongoing Responsibilities and Activities

- A. Participate in the planning, organizing, and coordination of statewide First 5 California activities designed to reduce the gap in school readiness status among California's diverse populations of children, from birth to age five, and in their families' access to culturally and linguistically appropriate support services related to the children's school readiness.
- B. Advise First 5 California's executive team on the development of priorities, policies, and practices throughout First 5 California related to the school readiness of diverse populations and communities including incorporation of the following "5 five essential and coordinated elements" of the School Readiness Initiative:
 - 1. Early Care and Education
 - 2. Parenting/Family Support
 - 3. Health and Social Services
 - 3. Schools' Readiness for Children
 - 4. Infrastructure, Evaluation, and Administration
- C. Coordinate with the First 5 California research and evaluation contractor to enhance the promotion the development of culturally and linguistically appropriate research, and the dissemination of critical data, research results, and other information that is relevant to furthering the goals of the Principles on Equity.
- D. Interact with other First 5 California contractors and consultants as appropriate, including, but not limited to, the consultant on children with disabilities and other special needs.
- E. Expand and improve upon lines of communication and interactions between diverse populations and communities and First 5 California leadership.
- F. Represent First 5 California with groups and organizations of different ethnic/cultural groups and populations, such as providers of early

CALIFORNIA CHILDREN AND FAMILIES COMMISSION PROJECT PROPOSAL

- childhood and health care services, community organizations and professional associations.
- G. Facilitate efforts to identify/coordinate/leverage available and potential private or public resources, which could be used to enhance service delivery to diverse populations.
 - H. Develop and provide technical assistance for County First 5 Commissions and providers who work with children birth to five who are from diverse backgrounds or have special needs, to address the unique needs of California's diverse counties and population groups.
 - I. Assist First 5 California staff, First 5 County staff, or representatives from the First 5 County Association in the development of regional plans, which could include providing training and technical assistance, to increase the integration of the Principles on Equity into locally funded First 5 programs.
 - J. Confer with the First 5 Association of California to determine the most effective technical assistance to meet the needs of County Commissions.

III. Additional Requirements

The successful proposer may also be required to assist with the following in order to promote or heighten awareness of issues of diversity, equity, and inclusion:

- A. Recommend resources for posting on First 5 California web page.
- B. Develop articles for First 5 California's "Building Blocks" newsletter.

D. TIMEFRAME:

Three proposals were received on July 6, 2004 and are being evaluated. The Commission will complete the evaluation process and post its intent to award a contract on July 21. With the Commission's approval of funding, the contract could be awarded to the highest-scoring proposer as soon as July 29. It is expected that services will begin September 1, 2004 and conclude on February 28, 2006 (contract duration is proposed to be 18 months).

E. COSTS:

One-time allocation amount not to exceed \$450,000 from the Commission's Education Account.